

# Recruiting Nonfederal Sponsors:

*Great Lakes Legacy Act – Partnership Recruitment and Project Development*

**United States Environmental Protection Agency  
Great Lakes National Program Office**

Mark Loomis  
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# Goal: Identify partners for GLLA project

- The contaminated sediment problems in AOCs are becoming better defined. Specific project sites are being developed for management actions in AOCs.
- Progress on GLLA projects is limited by having in-kind match from nonfederal sponsors (partners)
- GLLA program has historically started working with and identifying partners in the private industry sectors.
- PRP = Potential Remediation Partner

# Partnership Recruitment

- Working under direction of EPA project lead, in coordination with State or other AOC leads; the main tasks accomplished by this effort:
  - **Identify and review** site information, property records historical documents (data, Sanborn maps, aerial photographs, records, public financial data).
  - **Develop list of potential partners**, research/develop background info use in positively engaging with partners.
  - **Discuss strategies for engaging** with entities and create materials for various meetings/discussions.
  - **Hold meetings**, individually, in small groups, or large collective groups.
  - Create **final report with functional information** about partners, and who may be the most viable and willing candidates for a GLLA partnership.

# Partnership Recruitment

- Previous recruitment efforts:
  - Ryerson Creek, Muskegon, MI
  - Rouge River, Detroit, MI
  - Trenton Channel
- On-going or planned recruitment efforts:
  - Swan Creek, Toledo, OH
  - St. Louis River

# Advantages of using recruitment contracting services

- Experienced and knowledgeable about the GLLA program and how it differs from other EPA authorities and programs.
- Past industry experience allowing for a better perspective in identifying who to talk to and how to gain momentum.
- Able to provide a clear story about the environmental problems of the area, and how becoming a partner can allow them to be “part of the solution, not the pollution.”
- Engage and discuss program in ways that EPA or other stakeholders may not be able to.



Photo Credit: Mark Loomis, EPA